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Circulation Direct Marketing Awards

39 winning promotions

A showcase of outstanding promotion efforts: Judges' critiques of the 12 Gold Award winners underscore why these efforts are the cream of the crop in FOLIO:'s Seventh Annual Direct Marketing Awards competition. **127**

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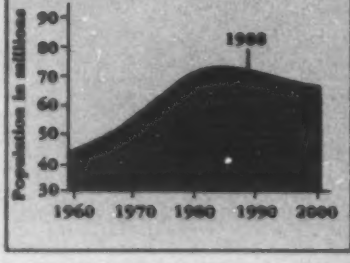

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January 1989

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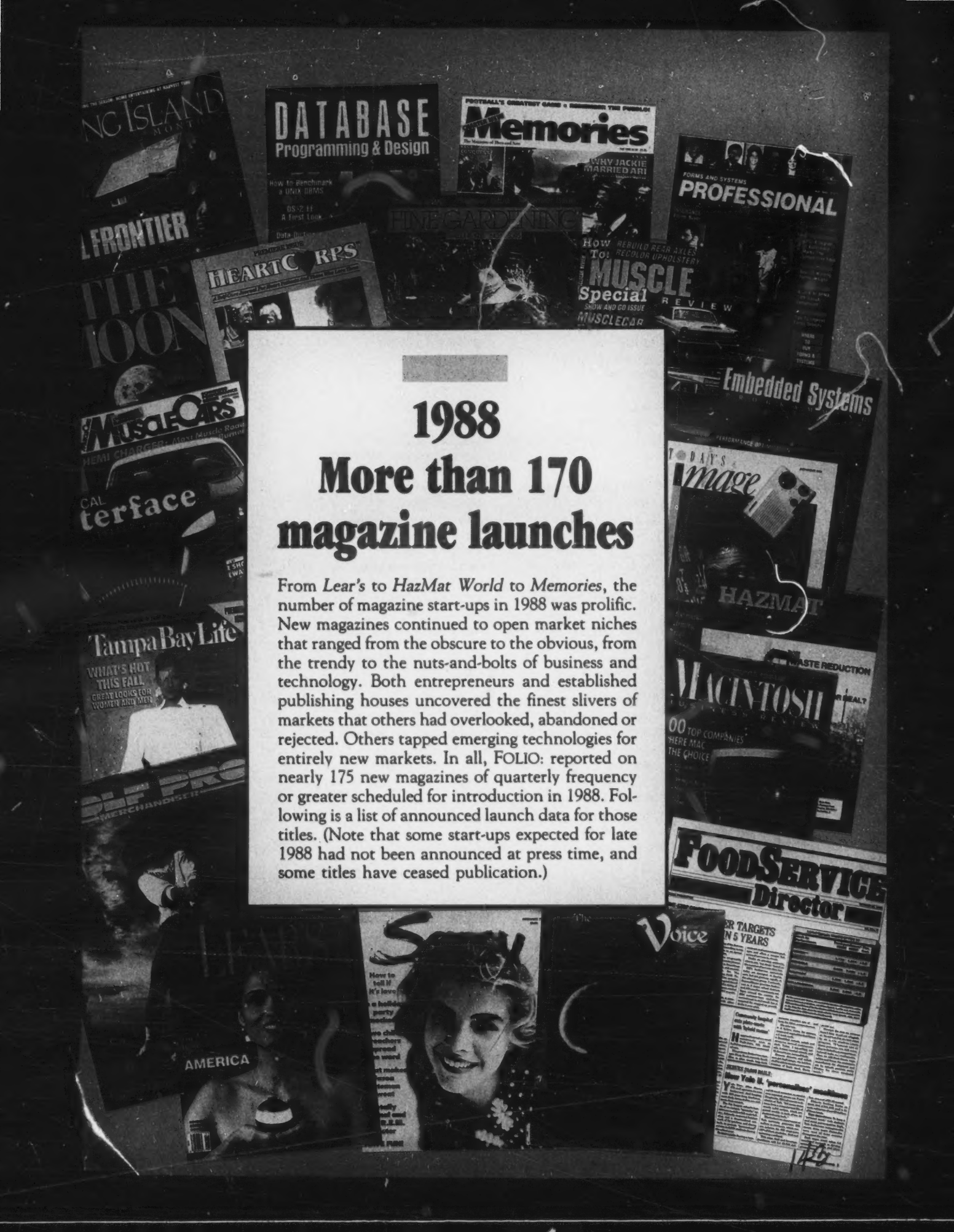

1988
More than 170 magazine launches

From *Lear's* to *HazMat World* to *Memories*, the number of magazine start-ups in 1988 was prolific. New magazines continued to open market niches that ranged from the obscure to the obvious, from the trendy to the nuts-and-bolts of business and technology. Both entrepreneurs and established publishing houses uncovered the finest slivers of markets that others had overlooked, abandoned or rejected. Others tapped emerging technologies for entirely new markets. In all, FOLIO: reported on nearly 175 new magazines of quarterly frequency or greater scheduled for introduction in 1988. Following is a list of announced launch data for those titles. (Note that some start-ups expected for late 1988 had not been announced at press time, and some titles have ceased publication.)

New magazine start-ups – 1988

Magazine	Company	Audience	Circulation in thousands	Type of circulation
January/Business				
Adolescent & Pediatric Gynecology	Springer-Verlag, Inc.	Gynecologists	NA	Nonpaid
American Journal of Knee Surgery	Slack, Inc.	Knee specialists and sports trainers	1	Paid
Buying Office Products	Data Base Publications	Office machine users	100	Paid & nonpaid
Cameo	Cameo Magazine, Inc.	Beauty salon users	50	Paid
Defense Computing	E.W. Communications Inc.	Military personnel	20	Paid & nonpaid
Heart Beat	Healthteam Communications	Cardiology patients	47	Nonpaid
Infectious Diseases in Children	Slack, Inc.	Practicing pediatricians	30	Nonpaid
Maintenance Technology	Applied Technology Publications	Industrial maintenance professionals	80	Nonpaid
Medical Interface	Medicom International Inc.	Physicians and pharmaceutical company personnel	28	Nonpaid
Plastics Packaging	Edgell Communications, Inc.	Plastic material and product users	55	Nonpaid
Scrap Processing and Recycling	Institute of Scrap Recycling Industries, Inc.	Scrap dealers, recycling business personnel and industry experts	5	Paid
Sun Technology	Sun Microsystems, Inc.	Users of high performance work stations	25	Nonpaid
Travel/Age Caribbean	Official Airline Guides Inc.	United States travel agents	81	Nonpaid
Travel/Age Europe	Official Airlines Guide Inc.	United States travel agents	81	Nonpaid
January/Consumer				
Angling Adventures	In-Fisherman, Inc.	Fishermen	300	Paid
KCET	Knapp Western Publishing	Public television viewers	250	Nonpaid
Naval History	U.S. Naval Institute	Naval history enthusiasts	22	Paid
New Hampshire Spirit	Flair Publishing & Marketing Corporation	Outdoor enthusiasts	30	Paid
Travel Today	Fairchild Publications	Travelers	400	Paid
Visions	Vance Publishing Corporation	Salon clients	135	Paid
World Watch	World Watch Institute	Environmentalists	NA	Paid
February/Business				
Database Programming & Design	Miller Freeman Publications	Data processing managers	25	Paid
Forms and Systems Professional	North American Publishing Company	Forms managers and designers	25	Nonpaid
Hardwood Floors	AB Publishing	Floor covering retailers, builders, interior designers	20	Nonpaid
New York Doctor	New York Doctor, Inc.	New York physicians	30	Nonpaid
Swine Practitioner	Vance Livestock Publications	Professional swine herders	NA	Paid & nonpaid
Today's Chemist	Centcom Ltd.	Lifestyle magazine for chemists	61	Nonpaid

New magazine start-ups – 1988

Magazine	Company	Audience	Circulation in thousands	Type of circulation
February/Consumer				
Recovery Now	Recovery Now	Victims of addiction or substance abuse	200	Paid
Sassy	Fairfax Publications Inc.	Teenage girls	400	Paid
Snow Country	Golf Digest/Tennis, Inc.	Ski resort tourists	150	Paid
Soap Opera Update	Digest Publishing	Daytime television viewers	250	Paid
U.	Sheena Paterson-Berwick	College Students	1,400	Nonpaid
March/Business				
Final Frontier	Final Frontier	Space enthusiasts	60	Paid
LA Business	California Business News, Inc.	Los Angeles business community	85	Nonpaid
Television Business International	TBI Ltd.	Television industry executives, financiers and investors	8	Nonpaid
March/Consumer				
7 Days	VV Publishing Company	Working, married and upscale couples	50	Paid
America's Civil War	Empire Press	Civil War enthusiasts	75	Paid
Autotech	LFP, Inc.	New car enthusiasts	163	Paid
Lear's	Lear Publishing	Middle-aged women	200	Paid
Oh! Idaho	Peak Media Inc.	Idaho residents	20	Paid & nonpaid
Science Digest	Family Media, Inc.	Science enthusiasts	400	Paid
Southern Bride	Pace Communications, Inc.	Southern brides	150	Paid & nonpaid
SportCare & Fitness	SportCare, Inc.	Coaches, trainers, aerobic and fitness instructors	35	Paid
Thinking Families	Communications Plus, Inc.	Parents of elementary school children	50	Paid & nonpaid
Trips	Banana Republic	Travelers	300	Paid
Vietnam	Empire Press	People interested in the Vietnam War	75	Paid
April/Business				
Global Business	Headway Publications	Executives in the communication industry	50	Nonpaid
Golf Pro Merchandiser	Fairchild Publications	Golf managers	11	Nonpaid
Hyperlink	Publishing Guide, Inc.	Apple's Macintosh users	30	Paid
Journal of Object-Oriented Programming	SIGS Publications, Inc.	Software designers and engineers	7	Paid
Masonry Construction	Concrete Construction Publications, Inc.	Masonry constructors	20	Nonpaid
Northeast International Business	American International Publishing Corporation	Executives of Northeastern U.S. companies	40	Nonpaid
RIS News	Edgell Communications, Inc.	Computer retailers	10	Nonpaid
World Trade	Orange County Media Group	Top executives of international companies	32	Nonpaid
April/Consumer				
America Entertains	Working Woman/ McCall's Group	Women	300	Paid
Baseball Card Price Guide Monthly	Krause Publications	Baseball card collectors	185	Paid

New magazine start-ups – 1988

Magazine	Company	Audience	Circulation in thousands	Type of circulation
April/Consumer				
Baseball Card Show Calendar	Krause Publications	Card Show enthusiasts	5	Paid
Business Traveler International	Perry Publications, Inc.	Overseas business travelers	40	Paid & nonpaid
Gun Show Calendar	Krause Publications	Gun show enthusiasts	5	Paid
Health Express	Davis Communications Company	Health and fitness equipment users	200	Paid
Lifeline	National Foundation for Alcoholism Communications	Medical professionals and recovering addicts	200	Paid
Memories	Diamandis Communications, Inc.	40 year-old+ men and women	500	Paid
Old Cars Show and Auction Calendar	Krause Publications	Car auction buyers and sellers	15	Paid
Pleasant Hawaii	Pleasant Hawaiian Holidays	Hawaiian tourists	200	Nonpaid
Relationship's Today	Romantic Lifelines, Inc.	People in relationships	160	Paid
Urban Profile	Kompass Associates	Black American youth	3	Nonpaid
Wild West	Empire Press	People interested in the history of the West	75	Paid
May/Business				
CBT Directions	Weingarten Publications, Inc.	Managers or designers of technology	10	Nonpaid
Corporate Health	Corporate Health	Healthcare benefits executives	50	Nonpaid
Designers' Kitchens and Baths	Gralla Publications	Designers	30	Nonpaid
Desktop Publishing Journal	The Desktop Publishing Journal	Novice and intermediate desktop professionals	40	Paid & nonpaid
Everyday Law	Association of Trial Lawyers of America	Citizens interested in knowing more about law	20	Nonpaid
FoodService Director	Bill Communications	Professionals in food service	45	Nonpaid
Macintosh Business Review	VNU Business Publications	Mac users in top level business operations	60	Nonpaid
Presentation Products	Pacific Magazine Group, Inc.	People who create and deliver presentations	51	Nonpaid
Today's Distributor	Johnson Hill Press, Inc.	Industrial and construction distributors	42	Nonpaid
Venture Japan	Asia Pacific Communications	American business in the Japanese market	30	Paid
May/Consumer				
Animals' Voice	Compassion for Animals Foundation, Inc.	Animal lovers	40	nonpaid
Buena Salud	InterAmerican Medical Publishing	Hispanic Americans	42	Nonpaid
Contemporanea	Gabriela Fanning	Art enthusiasts	25	Paid
Fine Gardening	Taunton Press, Inc.	Serious home gardener	85	Paid
Golf for Women	Brumitt Publishing Inc.	Women golfers	25	Paid
Hartford Monthly	Hartford Monthly	Greater Hartford area	32	Paid & nonpaid
PhillySport	PhillySport	Philadelphia sports fans	50	Paid & nonpaid
Prost!	Brandon Chase Publications	Alcoholic beverage buyers	300	Paid
Rhode Island Monthly	Rhode Island Monthly, Inc.	State of Rhode Island	15	Paid
Tennessee Illustrated	Whittle Communications	Doctor's waiting room	2,000	Nonpaid
Urban Profile	Kompass Associates	Young black achievers	6	Nonpaid
Video Choice	Connell Communications Inc.	Video buyers	100	Paid

New magazine start-ups – 1988

Magazine	Company	Audience	Circulation in thousands	Type of circulation
June/Business				
Black Health	Black Health Publications, Inc.	Physicians treating black patients	25	Nonpaid
Employee Assistance	Stevens Publishing Corporation	Employee assistance administrators	21	Nonpaid
Festivity!	Festivities Publications, Inc.	Retailers of party goods	20	Paid & nonpaid
HazMat World	Tower Borner Publishing Inc.	Individuals who purchase products for hazardous materials, waste management	35	Nonpaid
Healthy Heart	Medical Economics Company, Inc.	Heart physicians	10	Nonpaid
Today's Image	Dancer, Smiley & Associates, Inc.	Businesses that serve image-conscious customers	33	Nonpaid
Unix Today	CMP Publications, Inc.	Unix computer systems users	35	Nonpaid
June/Consumer				
Buzzworm	Buzzworm Inc.	Environmentalists and conservationists	50	Paid & nonpaid
Modern Short Stories	Claggk, Inc.	Short-story readers	95	N/A
Monroe	Miotke Media & Marketing, Inc.	Residents in Monroe County Michigan	17	Nonpaid
Muscle Cars	Cars and parts magazine	Car lovers	NA	Paid
New Family	Diamandis Communications, Inc.	Single-parent homeowners	600	nonpaid
New Home	Gilford Publishing	New homeowners	300	Nonpaid
Rhythm	Music Maker Publications, Inc.	Percussionists and programmers	50	Paid & nonpaid
July/Business				
Airliners	World Transport Press, Inc.	Airliner professionals	9	Paid
Alabama Health News	Birmingham Business Journal	Medical professionals in the state of Alabama	15	Paid & nonpaid
Communications Week International	CMP Publications, Inc.	Communications managers	20	Nonpaid
The Financial Manager	Warren, Gorham & Lamont, Inc.	Financial and accounting executives	15	Paid
Publishing News	Hanson Publishing Group, Inc.	Publishing industry	27	Nonpaid
Voices	Nouvelle Image	Beauty professionals	50	Nonpaid
July/Consumer				
Car Audio & Electronics	Curt Co. Publishing	People interested in buying electronics for their cars	225	Paid & nonpaid
Grandslam	Condor Brooks Inc.	Baseball fans	NA	Paid
HeartCorps	American Health Publications	Cardiology patients and their families	250	Paid
Model	Family Media, Inc.	Young women interested in beauty and fashion	225	Paid
Movie USA	Entertex Industries	Movie-goers	1,000	Nonpaid
Pacific Diver	Western Outdoor Publishing Co.	Western sport divers	25	Paid
Quintessential Greenwich Village	Gilbert M. Delos-Reyes	New York City visitors and commuters	25	Paid
Soap Opera Digest Presents	Network Publishing Corporation	Daytime television viewers	500	Paid

New magazine start-ups – 1988

Magazine	Company	Audience	Circulation in thousands	Type of circulation
August/Business				
High Tech Lifestyles	Business People, Inc.	Advertisers seeking trained professionals	100	Nonpaid
PC/Computing	Ziff Davis Publishing Company	Computer	400	Paid & nonpaid
Recruitment Today	Personnel Journal	Personnel recruiters	42	Nonpaid
August/Consumer				
Angeles	California Magazine Ltd.	Residents of West Los Angeles	75	Nonpaid
Cross Quick	Craftways Publications	Needlework enthusiasts	750	Paid
Dome	Dome	Dome lovers	2	Paid
Fame	Steven Greenberg and Gael Love	Young, aggressive and affluent Americans	200	Paid & nonpaid
Long Island Monthly	CMP Publications, Inc.	Long Island residents	70	Paid
Renaissance	BHL Publishing	Art lovers age 55 and older	200	Nonpaid
Smart	Smart American, Inc.	Fashion, literature and art consumers	150	Paid
Video Scene	Informedia Inc.	Video viewers	NA	Paid
WorldStyle	WorldStyle, Inc.	Affluent and fashion conscious women	3,300	Nonpaid
September/Business				
Aerospace Composites and Materials	Shephard Press LTD	Aircraft composite users	50	Paid & nonpaid
Business Interiors	Bus-Fac Publishing Company	Facility managers and designers	33	Nonpaid
Corporate Video Decisions	Act III Publishing	Corporate and industrial television market	40	Nonpaid
DBMS	M & T Publications, Inc.	Creators of software applications for database management systems	57	Paid
DNR Monday	Fairchild Publications, Inc.	Men's fashion trade	23	Nonpaid
Diving World	Creative Age Publications	Owners of diving retail stores	11	Nonpaid
Health Facilities Management	American Hospital Publishing	Surgeons and healthcare facility workers	40	Nonpaid
Macintosh News	CMP Publications	Macintosh resellers and software and hardware developers	20	Nonpaid
MidRange Systems	Professional Press, Inc.	Computer users	35	Nonpaid
Processed Poultry	Watt Publishing Company	Poultry distributors and marketers	15	Nonpaid
Special Reports	Whittle Communications	Waiting room magazine	15	Paid
Superconductor Industry	Rodman Publications, Inc.	People in superconducter management, production, research	6	Nonpaid
Tampa Bay New Homes	Micromedia Affiliates, Inc.	Local builders, developers and real estate agents	60	Paid & nonpaid
Traditional Building	Historical Trends Corporation	Historical site architects, contractors, builders	11	Nonpaid

New magazine start-ups – 1988

Magazine	Company	Audience	Circulation in thousands	Type of circulation
September/Consumer				
Access Chicago	Healthcare Publishing Inc.	Chicago area adults 55 years of age and older	50	Nonpaid
Betsy McCall	Working Woman/ McCall's Group	Children ages 6-12	600	Supplement
Games Junior	PSC Publishing	Children and parents	0	Paid
Second Wind	Intercontinental Publications, Inc.	Adults aged 45-69	160	Paid
Tampa Bay Life	Micromedia Affiliates, Inc.	Local residents	25	Paid
Toy Shop	Krause Publications, Inc.	Toy collectors	15	Paid
Trends in Computing	Scientific American	Science and computer enthusiasts	100	Nonpaid
World Monitor	Christian Science Publishing Society	Educated and high income people who want analysis and insight in a story	200	Paid
October/Business				
Advanced Systems News	Cahners Publishing Co.	Manufacturing and warehouse systems executives	60	Nonpaid
Chronicle of Philanthropy	Chronicle of Higher Education, Inc.	Fund raisers and foundation managers	20	Paid & nonpaid
Computer Graphics Systems	Media Horizons, Inc.	Government computer graphics users	20	Nonpaid
Direct	Hanson Publishing Group, Inc.	Direct marketing professionals	43	Nonpaid
Food Arts	Quarto Group	Restaurant industry	50	Nonpaid
Morgan Directory Reviews	Morgan Rand Publications	Library buyers of directories	5	Nonpaid
Smiles in Dental Health	Dental Learning Systems	Dental patients	50	Nonpaid
October/Consumer				
Longevity	Omni International Ltd.	Aging baby boomers	100	Paid
MHQ	Americana, Inc.	Military history enthusiasts	0	Paid
Mexico Today!	Mexico Today	American retirees living in Mexico	25	Paid
P-O-P Times	Hoyt Publishing	Consumer marketers who use point-of-purchase ads and displays	15	Nonpaid
Wine Times	The Wine Enthusiast	Wine drinkers	75	Paid & nonpaid
November/Business				
Embedded Systems Programming	Miller Freeman Publications	Engineers and software developers	25	Paid & nonpaid
Minority MBA	C.O.G. Publishing Inc	Minority students in graduate business programs	13	Nonpaid
Rehab Management	Curant Communications, Inc.	Physical therapists and rehabilitation facilities	20	Nonpaid
World Cogeneration	Edgell Communications, Inc.	Businesses involved in cogeneration	21	Nonpaid

New magazine start-ups – 1988

Magazine	Company	Audience	Circulation in thousands	Type of circulation
November/Consumer				
California Basketball	California Football Magazine, Inc.	Highschool, college and professional players and coaches	100	Nonpaid
Inside Books	Miami Media, Inc.	Book readers	100	Paid
International Medical Advances NOW!	Susan Orlando	General public	50	Paid & nonpaid
Jewel	Collector Communications Corp.	Jewelry buyers and collectors	50	Paid
Nieman Marcus	McCord Corporation	Nieman Marcus card holders	250	Nonpaid
Que Pasa?	D.S. Magazines	Hispanic Americans ages 12-19	100	Paid
December/Business				
Display & Design Ideas	Shore Communications Inc.	Designers, executives, and architects of shopping centers and department stores	18	Nonpaid
December/Consumer				
Video Games and Computer Entertainments	LFP, Inc.	Computer games and entertainment software users	NA	Paid

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